



WJLA-TV WASHINGTON, DC

WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

Grassroots Media LLC
146 Montgomery Avenue Suite 201
BALA CYNWYD, PA 19004

Contract # 4931986

Schedule Dates 07/29/21-08/04/21
Advertiser Terry McAuliffe for Governor of Virginia-D (14151)
Agency Grassroots Media LLC (19605)
Product POLITICAL CANDIDATE (ns) (1186)
Brand EST 594 - McAuliffe Week #14 (1594146)
Salesperson HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)
Sales Office WJLA/GJLA/EJLA
Buyer Name
Phone/Fax /
CPE 40/41/594
Account Types Local/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments Separation: 30

Date Entered 07/28/21
Last Modified 07/28/21
Entered By Alexa Schram
CO-OP No
External # 10851632
Demo A2554R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$9,217.50
Net Total \$52,232.50
Sales Tax

Washington (WJLA)

By Broadcast Month	Spots	Rate
Aug. 2021	59	\$61,450.00
Grand Total:	59	\$61,450.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	07/29/21-08/04/21	2	:30	5:58:15A- News-7News ON YOUR SIDE at 6AM		1	1	1	1	1			5	\$500.00	\$2,500.00	Washington (WJLA)	Daypart EM 7NEWS ON YOUR SIDE AT 6AM(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	7/28/21
2.0	Normal Line / SPOT	08/02/21-08/02/21	2	:30	7:57:56P- ABC-The Bachelorette (Monday)		1							1	\$4,500.00	\$4,500.00	Washington (WJLA)	Daypart PT BACHELORETTE(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	7/28/21
3.0	Normal Line / SPOT	07/31/21-07/31/21	2	:30	6P- News-7News ON YOUR SIDE Weekend at 6PM							1		1	\$400.00	\$400.00	Washington (WJLA)	Daypart EN 7NEWS ON YOUR SIDE AT 6(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	7/28/21
4.0	Normal Line / SPOT	08/01/21-08/01/21	2	:30	7:58:40A- ABC-Good Morning America Sunday								1	1	\$400.00	\$400.00	Washington (WJLA)	Daypart WK GMA-SUN(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	7/28/21

CONFIRMATION CONTRACT

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5.0	Normal Line / SPOT	08/01/21-08/01/21	2	:30	6:30P- News-7News ON YOUR SIDE Weekend at 630PM								1	1	\$400.00	\$400.00	Washington (WJLA)	Daypart EN 7NEWS ON YOUR SIDE AT 6:30(Agency) -LPMay/2021LS adj. LPJul/2020LS (pa	7/28/21
6.0	Normal Line / SPOT	07/29/21-08/04/21	2	:30	6:58A- ABC-Good Morning America		2	2	2	2	2			10	\$900.00	\$9,000.00	Washington (WJLA)	Daypart EM GOOD MORNING AMERICA(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	7/28/21
7.0	Normal Line / SPOT	07/29/21-08/04/21	2	:30	10:58:25A- ABC-The View		1	1	1	1	1			5	\$600.00	\$3,000.00	Washington (WJLA)	Daypart DT THE VIEW(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	7/28/21
8.0	Normal Line / SPOT	07/29/21-08/04/21	2	:30	4:59:30P- News-7News ON YOUR SIDE at 5PM		2	2	2	2	2			10	\$700.00	\$7,000.00	Washington (WJLA)	Daypart EN 7NEWS ON YOUR SIDE AT 5(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	7/28/21

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9.0	Normal Line / SPOT	07/29/21-08/04/21	2	:30	5:59:26P- News-7News ON YOUR SIDE at 6PM		1	1	1	1	1			5	\$1,000.00	\$5,000.00	Washington (WJLA)	Daypart EN 7NEWS ON YOUR SIDE AT 6(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	7/28/21
10.0	Normal Line / Access	07/29/21-08/04/21	2	:30	6:58:46P- Wheel Of Fortune		1	1	1	1	1			5	\$1,800.00	\$9,000.00	Washington (WJLA)	Daypart PA WHEEL OF FORTUNE(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	7/28/21
11.0	Normal Line / Access	07/29/21-08/04/21	2	:30	7:29:26P- Jeopardy		1	1	1	1	1			5	\$2,800.00	\$14,000.00	Washington (WJLA)	Daypart PA JEOPARDY(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	7/28/21
12.0	Normal Line / SPOT	07/29/21-08/04/21	2	:30	11:00:26P- News-7News ON YOUR SIDE at 11PM		1	1	1	1	1			5	\$700.00	\$3,500.00	Washington (WJLA)	Daypart LN 7NEWS ON YOUR SIDE AT 11(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	7/28/21
13.0	Normal Line / SPOT	07/29/21-08/04/21	2	:30	11:35P- ABC-Jimmy Kimmel		1	1	1	1	1			5	\$550.00	\$2,750.00	Washington (WJLA)	Daypart LF JIMMY KIMMEL(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	7/28/21

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